



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**Media Strategies & Research**  
**Attention: Accounts Payable**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
955075-1	10/21/12	October 2012	10/01/12 - 10/21/12

Station	Account Executive	Sales Office	Sales Region
WPBF	WPBF House National	House National	National

Advertiser	Product	Estimate Number
Frankel/D/Congress	FRANKEL FOR CONGRES	12093

Flight Dates	Order #	Alt Order #
10/15/12 - 10/21/12	955075	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/15/12	10/19/12	WPBF News 25 @ 5am	5-530am	M-WTF--	:30	4	\$110.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-WTF--	4	\$110.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/15/12	4:58 AM	WPBF News 25 @ 5am	5-530am	:30	LFT-105H	\$110.00 NM
1	WPBF	W	10/17/12	4:59 AM	WPBF News 25 @ 5am	5-530am	:30	LFT-105H	\$110.00 NM
4	WPBF	Th	10/18/12	4:58 AM	WPBF News 25 @ 5am	5-530am	:30	LFT-106H	\$110.00 NM
3	WPBF	F	10/19/12	5:09 AM	WPBF News 25 @ 5am	5-530am	:30	LFT-106H	\$110.00 NM
2	10/15/12	10/19/12	WPBF News 25 Mornings	5:30-5:57am	MTWTF--	:30	5	\$160.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	MTWTF--	5	\$160.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12	5:55 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	LFT-105H	\$160.00 NM
3	WPBF	Tu	10/16/12		WPBF News 25 Mornings @ 5:30	5:30-5:57am	:00		<del>\$160.00</del> NM
					Credited				
2	WPBF	W	10/17/12	5:56 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	LFT-105H	\$160.00 NM
4	WPBF	Th	10/18/12	5:42 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	LFT-106H	\$160.00 NM
5	WPBF	F	10/19/12	5:55 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	LFT-106H	\$160.00 NM
3	10/15/12	10/19/12	WPBF News 25 Mornings	6-7AM	MTWTF--	:30	5	\$125.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	MTWTF--	5	\$125.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/15/12	6:30 AM	WPBF News 25 Mornings	6-7AM	:30	LFT-105H	\$125.00 NM
3	WPBF	Tu	10/16/12	6:37 AM	WPBF News 25 Mornings	6-7AM	:30	LFT-105H	\$125.00 NM
1	WPBF	W	10/17/12	6:41 AM	WPBF News 25 Mornings	6-7AM	:30	LFT-105H	\$125.00 NM
5	WPBF	Th	10/18/12	6:15 AM	WPBF News 25 Mornings	6-7AM	:30	LFT-106H	\$125.00 NM
4	WPBF	F	10/19/12	6:14 AM	WPBF News 25 Mornings	6-7AM	:30	LFT-106H	\$125.00 NM
5	10/20/12	10/20/12	Sat 8-9am News	Sat 8-9am	-----S-	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S-	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/20/12	8:08 AM	Sat 8-9am News	Sat 8-9am	:30	LFT-106H	\$225.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
955075-1	10/21/12	October 2012	10/01/12 - 10/21/12
Advertiser	Product	Estimate Number	
Frankel/D/Congress	FRANKEL FOR CONGRES	12093	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/20/12	10/20/12	Sat 8-9am News Class of Time - Pre-emptible with notice	Sat 8-9am	-----S-	:30	1	\$225.00	NM
6	10/21/12	10/21/12	Sun 6-7am News Class of Time - Immediately Pre-emptible without notice	Sun 6-7am	-----S	:30	1	\$50.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S 1 \$50.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Su 10/21/12 Sun 6-7am News Sun 6-7am :00 \$50.00 NM Credited									
7	10/16/12	10/18/12	Dr. Oz M-F 9-10a Class of Time - Immediately Pre-emptible without notice	9-10a	-T-T---	:30	2	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -T-T--- 2 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Tu 10/16/12 9:55 AM Dr. Oz M-F 9-10a 9-10a :30 LFT-105H \$100.00 NM 2 WPBF Th 10/18/12 9:20 AM Dr. Oz M-F 9-10a 9-10a :30 LFT-106H \$100.00 NM									
8	10/15/12	10/17/12	10-11a Anderson Cooper Class of Time - Immediately Pre-emptible without notice	10-11a	M-W----	:30	2	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M-W---- 2 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 10/15/12 10:49 AM 10-11a Anderson Cooper 10-11a :30 LFT-105H \$100.00 NM 2 WPBF W 10/17/12 10:54 AM 10-11a Anderson Cooper 10-11a :30 LFT-105H \$100.00 NM									
9	10/16/12	10/19/12	WPBF News 25 @ Noon Class of Time - Pre-emptible with notice	12pm-1230pm	-T--F--	:30	2	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -T--F-- 2 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPBF Tu 10/16/12 12:28 PM WPBF News 25 @ Noon 12pm-1230pm :30 LFT-105H \$175.00 NM 1 WPBF F 10/19/12 WPBF News 25 @ Noon 12pm-1230pm :00 \$175.00 NM Credited									
10	10/18/12	10/18/12	1230-1P Access Hollywood Class of Time - Pre-emptible with notice	1230-1p	---T---	:30	1	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Th 10/18/12 12:42 PM 1230-1P Access Hollywood 1230-1p :30 LFT-106H \$175.00 NM									
11	10/17/12	10/17/12	THE CHEW Class of Time - Immediately Pre-emptible without notice	1P-2P	--W----	:30	1	\$140.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --W---- 1 \$140.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF W 10/17/12 12:58 PM THE CHEW 1P-2P :30 LFT-105H \$140.00 NM									
12	10/16/12	10/19/12	M-F 3-4P Class of Time - Immediately Pre-emptible without notice	M-F 3-4P	-T--F--	:30	2	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -T--F-- 2 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Tu 10/16/12 M-F 3-4P M-F 3-4P :00 \$225.00 NM Credited 2 WPBF F 10/19/12 3:59 PM M-F 3-4P M-F 3-4P :30 LFT-106H \$225.00 NM									
13	10/15/12	10/19/12	M-F 5pm News Class of Time - Pre-emptible with notice	5-6pm	MTWTF--	:30	5	\$450.00	NM

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**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
955075-1	10/21/12	October 2012	10/01/12 - 10/21/12

Advertiser	Product	Estimate Number
Frankel/D/Congress	FRANKEL FOR CONGRES	12093

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
13	10/15/12	10/19/12	M-F 5pm News Class of Time - Pre-emptible with notice	5-6pm	MTWTF--	:30	5	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTF-- 5 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPBF M 10/15/12 5:14 PM M-F 5pm News 5-6pm :30 LFT-105H \$450.00 NM 5 WPBF Tu 10/16/12 5:10 PM M-F 5pm News 5-6pm :30 LFT-105H \$450.00 NM 1 WPBF W 10/17/12 5:15 PM M-F 5pm News 5-6pm :30 LFT-105H \$450.00 NM 3 WPBF Th 10/18/12 5:14 PM M-F 5pm News 5-6pm :30 LFT-106H \$450.00 NM 2 WPBF F 10/19/12 5:53 PM M-F 5pm News 5-6pm :30 LFT-106H \$450.00 NM									
14	10/15/12	10/19/12	WPBF News 25 @ 6:00PM Class of Time - Pre-emptible with notice	6:00PM-6:30PM	MTWTF--	:30	5	\$525.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTF-- 5 \$525.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPBF M 10/15/12 WPBF News 25 @ 6:00PM 6-6:30PM :00 <del>\$525.00</del> NM Credited 3 WPBF Tu 10/16/12 6:23 PM WPBF News 25 @ 6:00PM 6-6:30PM :30 LFT-105H \$525.00 NM 5 WPBF W 10/17/12 WPBF News 25 @ 6:00PM 6-6:30PM :00 <del>\$525.00</del> NM Credited 2 WPBF Th 10/18/12 WPBF News 25 @ 6:00PM 6-6:30PM :00 <del>\$525.00</del> NM Credited 1 WPBF F 10/19/12 WPBF News 25 @ 6:00PM 6-6:30PM :00 <del>\$525.00</del> NM Credited									
15	10/16/12	10/19/12	Wheel Of Fortune Class of Time - Pre-emptible with notice	7-7:30PM	-TW-F--	:30	3	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -TW-F-- 3 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Tu 10/16/12 7:13 PM Wheel Of Fortune 7-7:30PM :30 LFT-105H \$800.00 NM 2 WPBF W 10/17/12 Wheel Of Fortune 7-7:30PM :00 <del>\$800.00</del> NM Credited 3 WPBF F 10/19/12 Wheel Of Fortune 7-7:30PM :00 <del>\$800.00</del> NM Credited									
16	10/15/12	10/19/12	Jeopardy Class of Time - Pre-emptible with notice	7:30-8PM	MTWTF--	:30	5	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTF-- 5 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WPBF M 10/15/12 7:52 PM Jeopardy 7:30-8PM :30 LFT-105H \$850.00 NM 1 WPBF Tu 10/16/12 Jeopardy 7:30-8PM :00 <del>\$850.00</del> NM Credited 2 WPBF W 10/17/12 Jeopardy 7:30-8PM :00 <del>\$850.00</del> NM Credited 4 WPBF Th 10/18/12 Jeopardy 7:30-8PM :00 <del>\$850.00</del> NM Credited 3 WPBF F 10/19/12 Jeopardy 7:30-8PM :00 <del>\$850.00</del> NM Credited									
17	10/15/12	10/15/12	DANCING W/STARS Class of Time - Pre-emptible with notice	8-10P	M-----	:30	1	\$4,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$4,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 10/15/12 9:40 PM DANCING W/STARS 8-10P :30 LFT-105H \$4,500.00 NM									



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955075-1	10/21/12	October 2012	10/01/12 - 10/21/12
Advertiser		Product	Estimate Number
Frankel/D/Congress		FRANKEL FOR CONGRES	12093

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	10/18/12	10/18/12	SCANDAL	10-11PM	---T---	:30	1	\$1,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	---T---	1	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	10/18/12	10:41 PM	SCANDAL	10-11PM	:30	LFT-106H	\$1,800.00 NM
19	10/19/12	10/19/12	SHARK TANK	8-9PM	----F--	:30	1	\$2,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	----F--	1	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/19/12	8:45 PM	SHARK TANK	8-9PM	:30	LFT-106H	\$2,000.00 NM
20	10/21/12	10/21/12	ONCE UPON A TIME	8-9PM	-----S	:30	1	\$1,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	8:19 PM	ONCE UPON A TIME	8-9PM	:30	LFT-106H	\$1,800.00 NM
21	10/21/12	10/21/12	REVENGE	9-10PM	-----S	:30	1	\$2,175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$2,175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12		REVENGE	9-10PM	:00		<del>\$2,175.00</del> NM
Credited									
22	10/15/12	10/19/12	M-SUN WPBF News 25 @ 11-11:35PM		MTWTF--	:30	5	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	MTWTF--	5	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/15/12	11:29 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	LFT-105H	\$500.00 NM
1	WPBF	Tu	10/16/12	11:29 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	LFT-105H	\$500.00 NM
5	WPBF	W	10/17/12	11:26 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	LFT-105H	\$500.00 NM
3	WPBF	Th	10/18/12	11:26 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	LFT-106H	\$500.00 NM
4	WPBF	F	10/19/12	11:31 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	LFT-106H	\$500.00 NM
23	10/20/12	10/20/12	M-Sun 1130p-12am Late News	1130p-1205am	-----S-	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S-	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/20/12	12:26 AM	M-Sun 1130p-12am Late News	1130p-1205am	:30	LFT-106H	\$400.00 NM
LR - Football									
24	10/21/12	10/21/12	M-SUN WPBF News 25 @ 11-11:35PM		-----S	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	11:30 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	LFT-106H	\$500.00 NM
25	10/21/12	10/21/12	Sun 11:35pm Late News	1135p-12am	-----S	:30	1	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type



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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
25	10/21/12	10/21/12	Sun 11:35pm Late News	1135p-12am	-----S	:30	1	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12		Sun 11:35pm Late News	1135p-12am	:00		<del>\$175.00</del> NM
Credited									
26	10/15/12	10/15/12	Nightline	11:35-12:05AM	M-----	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	M-----	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12		Nightline	11:35-12:05AM	:00		<del>\$400.00</del> NM
Credited									
27	10/21/12	10/21/12	Sun 6-7am News	Sun 6-7am	-----S	:30	1	\$90.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S	1	\$90.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12		Sun 6-7am News	Sun 6-7am	:00		<del>\$90.00</del> NM
Credited									
28	10/15/12	10/19/12	Good Morning America	7-9AM	MTWTF--	:30	5	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	MTWTF--	5	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12	8:48 AM	Good Morning America	7-9AM	:30	LFT-105H	\$275.00 NM
4	WPBF	Tu	10/16/12	7:59 AM	Good Morning America	7-9AM	:30	LFT-105H	\$275.00 NM
3	WPBF	W	10/17/12	7:29 AM	Good Morning America	7-9AM	:30	LFT-105H	\$275.00 NM
2	WPBF	Th	10/18/12	7:43 AM	Good Morning America	7-9AM	:30	LFT-106H	\$275.00 NM
5	WPBF	F	10/19/12	8:30 AM	Good Morning America	7-9AM	:30	LFT-106H	\$275.00 NM
29	10/20/12	10/20/12	Sat Jeopardy	Sat 7:30-8PM	-----S-	:30	1	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S-	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/20/12		Sat Jeopardy	Sat 7:30-8PM	:00		<del>\$800.00</del> NM
Credited									
30	10/15/12	10/21/12	M-F 3-4P	M-F 3-4P	MTWTF--	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	MTWTF--	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12	3:38 PM	M-F 3-4P	M-F 3-4P	:30	LFT-105H	\$400.00 NM
31	10/15/12	10/19/12	WPBF News 25 Mornings	6-7AM	MTWTF--	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	MTWTF--	1	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12	6:58 AM	WPBF News 25 Mornings	6-7AM	:30	LFT-105H	\$275.00 NM
32	10/15/12	10/19/12	GENERAL HOSPITAL	GENERAL HOSPIT	MTWTF--	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	MTWTF--	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

## INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
955075-1	10/21/12	October 2012	10/01/12 - 10/21/12

Advertiser	Product	Estimate Number
Frankel/D/Congress	FRANKEL FOR CONGRES	12093

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
32	10/15/12	10/19/12	GENERAL HOSPITAL	GENERAL HOSPIT	MTWTF--	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12	2:19 PM	GENERAL HOSPITAL	GENERAL HOSPIT	:30	LFT-105H	\$450.00 NM
33	10/21/12	10/21/12	Sun 5-6am News	Sun 5-6am	-----S	:30	1	\$100.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S	1	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	5:41 AM	Sun 5-6am News	Sun 5-6am	:30	LFT-106H	\$100.00 NM
34	10/16/12	10/19/12	Jeopardy	7:30-8PM	-TWTF--	:30	1	\$1,700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-TWTF--	1	\$1,700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/19/12	7:28 PM	Jeopardy	7:30-8PM	:30	LFT-106H	\$1,700.00 NM
35	10/16/12	10/19/12	WPBF News 25 Mornings	5:30-5:57am	-TWTF--	:30	2	\$320.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-TWTF--	2	\$320.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/16/12	5:30 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	LFT-105H	\$320.00 NM
2	WPBF	F	10/19/12	5:40 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	LFT-106H	\$320.00 NM
36	10/16/12	10/19/12	4:30a-5a	430a-5a	-TWTF--	:30	2	\$20.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-TWTF--	2	\$20.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/16/12	4:40 AM	4:30a-5a	430a-5a	:30	LFT-105H	\$20.00 NM
2	WPBF	Th	10/18/12	4:39 AM	4:30a-5a	430a-5a	:30	LFT-106H	\$20.00 NM
37	10/21/12	10/21/12	Sun 6-7am News	Sun 6-7am	-----S	:30	1	\$180.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S	1	\$180.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Su	10/21/12	6:26 AM	Sun 6-7am News	Sun 6-7am	:30	LFT-106H	\$180.00 NM
38	10/21/12	10/21/12	Sun 5-6am News	Sun 5-6am	-----S	:30	1	\$100.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S	1	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	5:09 AM	Sun 5-6am News	Sun 5-6am	:30	LFT-106H	\$100.00 NM
39	10/17/12	10/20/12	Jeopardy	7:30-8PM	--WTF--	:30	1	\$1,700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	--WTF--	1	\$1,700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/19/12	7:53 PM	Jeopardy	7:30-8PM	:30	LFT-106H	\$1,700.00 NM
40	10/17/12	10/21/12	M-SUN WPBF News 25 @ 11-11:35PM		--WTF-S	:30	1	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	--WTF-S	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

# INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
955075-1	10/21/12	October 2012	10/01/12 - 10/21/12
Advertiser		Product	Estimate Number
Frankel/D/Congress		FRANKEL FOR CONGRES	12093

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
40	10/17/12	10/21/12	M-SUN WPBF News 25 @ 11-11:35PM	11-11:35PM	--WTF-S	:30	1	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	11:21 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	LFT-106H	\$1,000.00 NM
41	10/21/12	10/21/12	Sun 6-7am News	Sun 6-7am	-----S	:30	1	\$180.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S	1	\$180.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	6:07 AM	Sun 6-7am News	Sun 6-7am	:30	LFT-106H	\$180.00 NM
42	10/17/12	10/19/12	1230-1P Access Hollywood	1230-1p	--WTF--	:30	1	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	--WTF--	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/19/12	12:46 PM	1230-1P Access Hollywood	1230-1p	:30	LFT-106H	\$350.00 NM
43	10/18/12	10/19/12	Wheel Of Fortune	7-7:30PM	---TF--	:30	1	\$1,600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	---TF--	1	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/19/12	7:17 PM	Wheel Of Fortune	7-7:30PM	:30	LFT-106H	\$1,600.00 NM
44	10/18/12	10/21/12	M-SUN WPBF News 25 @ 11-11:35PM	11-11:35PM	---TF-S	:30	1	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	---TF-S	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	11:33 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	LFT-106H	\$1,000.00 NM
45	10/18/12	10/19/12	Good Morning America	7-9AM	---TF--	:30	1	\$550.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	---TF--	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/19/12	6:59 AM	Good Morning America	7-9AM	:30	LFT-106H	\$550.00 NM
46	10/21/12	10/21/12	GMA Sunday 7-8am	Sun 7-8am	-----S	:30	1	\$650.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S	1	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	7:00 AM	GMA Sunday 7-8am	Sun 7-8am	:30	LFT-106H	\$650.00 NM
47	10/19/12	10/19/12	WPBF News 25 Mornings 6-7AM	6-7AM	----F--	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	----F--	1	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/19/12	6:29 AM	WPBF News 25 Mornings	6-7AM	:30	LFT-106H	\$275.00 NM
48	10/21/12	10/21/12	Sun 11:35pm Late News	1135p-12am	-----S	:30	1	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S	1	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	11:54 PM	Sun 11:35pm Late News	1135p-12am	:30	LFT-106H	\$300.00 NM



Send Payment To:

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**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
955075-1	10/21/12	October 2012	10/01/12 - 10/21/12

Advertiser	Product	Estimate Number
Frankel/D/Congress	FRANKEL FOR CONGRES	12093

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
49	10/21/12	10/21/12	WPBF NEWS SPEC	Sun 9a-6p	-----S	:30	1	\$250.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	5:51 PM	ELECTION SPECIAL	530-6p	:30	LFT-106H	\$250.00 NM
<u>Total Spots</u>							68		

## Payment Terms 30 Days

<u>Gross Total</u>	\$34,085.00
<u>Agency Commission</u>	\$5,112.75
<u>Net Amount Due</u>	\$28,972.25